

Claims

- Sub 2
1. A method of displaying data, comprising:
 - a) storing a first data set;
 - b) receiving a request to display a second data set;
 - c) receiving the second data set; and
 - d) transmitting the first data set during a delay period between receiving the request and receiving the second data set.
 2. The method of claim 1, wherein step a) comprises storing the first data set in a buffer of a digital set top box.
 3. The method of claim 1, wherein step b) comprises receiving a signal from a television remote control device to switch channels, the signal corresponding to the request to display the second data set, wherein the second data set corresponds to a program associated with the switched channel.
 4. The method of claim 1, further comprising the step of selecting the first data set from a plurality of first data sets received over a network in accordance with profile information.
 5. The method of claim 4, further comprising the step of storing one of the plurality of first data sets in a buffer of a digital set top box and storing another first data set in a

memory of the digital set top box, wherein the first data set in the memory of the digital set top box replaces the first data set in the buffer of the digital set top box once the first data set in the buffer is transmitted to a display device.

6. The method of claim 1, further comprising the step of displaying the first data set on a display device substantially upon receipt of the request for the second data set and terminating the display of the first data set upon initiating display of the second data set.

7. The method of claim 1, wherein the first data set comprises data associated with the second data set.

8. The method of claim 1, wherein the first data set comprises advertising data selected in accordance with a user profile.

9. The method of claim 1, further comprising the steps of:

e) receiving an interactive request for additional data in response to the

transmitted first data set; and

f) transmitting the additional data to a display device.

10. The method of claim 9, further comprising the steps of:

transmitting the interactive request to a data source, the data source having access to the additional data; and

receiving the additional data from the data source.

1 11. The method of claim 9, further comprising the step of obtaining the additional
2 data from a local memory.

1 12. The method of claim 1, further comprising the steps of receiving a transaction
2 request associated with the first data set and transmitting the transaction request to a
3 transaction provider.

1 13. The method of claim 1, further comprising the steps of:

- 2 a) receiving a transaction request for additional data associated with the first data
3 set; and
4 b) displaying the additional data on a display device, wherein display of the
5 second data set on the display device is suspended until a resume signal is
6 received.

1 14. A system for displaying data, comprising:

- 2 a) a buffer for storing a first data set;
3 b) an input element for receiving a request for a second data set;
4 c) a network interface for receiving the second data set;
5 d) a display interface coupled to the buffer and to a display device for
6 transmitting data from the buffer to the display device;
7 e) memory storing an executable code; and

f) a processor for executing the executable code in response to the request received by the input element, the executable code instructing the display interface to transmit the first data set in the buffer to the display device during a delay period between receiving the request and receiving the second data set.

15. The system of claim 14, wherein the first data set stored in the buffer corresponds to a viewer of the display device.

16. The system of claim 14, wherein the network interface transmits the request for the second data set to a remote data source.

17. The system of claim 14, wherein the request for the second data set corresponds to a signal received from a television remote control device to switch channels, and wherein the second data set corresponds to a program associated with the switched channel.

18. The system of claim 14, wherein the network interface receives a plurality of first data sets and the executable code stores one of the plurality of first data sets in the buffer and another of the first data sets in the memory, wherein the executable code replaces the first data set in the buffer with the first data set in the memory once the first data set in the buffer is transmitted to the display device.

1 19. The system of claim 14, wherein the display interface displays the first data set on
2 the display device substantially upon receipt of the second data set and terminates the
3 display of the first data set upon initiating display of the second data set.

1 20. The system of claim 14, wherein the first data set comprises data associated with
2 the second data set.

1 21. The system of claim 14, wherein the first data set comprises advertising data
2 selected in accordance with a viewer profile.

1 22. The system of claim 14, wherein the input element receives a transaction request
2 for additional data associated with the transmitted first data set and the display interface
3 displays the additional data on the display device until the input element receives a
4 resume signal.